



Processed Fruit and Vegetables in Italy

November 2025

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Processed Fruit and Vegetables in Italy - Category analysis

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2025 DEVELOPMENTS

Evolving diets and modernisation ensures steady performance

INDUSTRY PERFORMANCE

Modernisation of preserved vegetables and packaged legumes

Legumes perceived as modern and versatile product, boosted by high protein content

WHAT'S NEXT?

Processed fruit and vegetables face limited growth

Consumers seek blend of naturalness, convenience and traceability

Innovations are sustaining interest in processed fruit and vegetables

COMPETITIVE LANDSCAPE

CSI Cia Surgelati Italiana SpA has strong lead as frozen food specialist

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Retail e-commerce delivers convenience and encourages experimentation

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Staple foods enjoys steady growth as economic conditions stabilise

Consumers are combining sustainable choices with health and ethical motivations

WHAT'S NEXT?

Stable outlook for staple foods

Rising interest in Asian cuisine will underpin expansion of noodles

Growing demand for meat and seafood alternatives

COMPETITIVE LANDSCAPE

Artisanal has a significant share due to prominence of unpackaged leavened bread

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